

# The Influence of Slang Use by Teenagers of Bodo on Social Media

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## Abstract

Social media is the most effective communication platform in the era of globalisation. Its influence is spreading widely across multilingual societies. Nowadays, social media platforms like Facebook, WhatsApp, YouTube, and Instagram have become the main tools of communication. More people around the world are connecting with each other through social media. In addition to formal language, many Bodo teenagers participate in conversations using slang in social media. People often use slang to express their thoughts and feelings. In some cases, using slang on social media is just as effective as using standard language. From this perspective, this paper analyzes the use of slang by Bodo teenagers on social media platforms.

**Keywords:** Bodo language and people, Influence of Slang, Social media and Slang

## A Brief Introduction to Bodo

The Bodo are known as the largest tribe of Assam who are purely an aboriginal people of Assam. The Bodo family originally comes from the Tibeto-Burman, which is a branch of the Sino-Tibetan language family. The Bodo language is one of the eight scheduled languages of India, and it is also recognized as an associate language of Assam. Generally, the term 'Bodo' denotes both a language and an ethnic community. Their language, culture, religion, and traditional knowledge are more unique than others. They are found in all districts of Assam and are also scattered in some neighboring states like Arunachal Pradesh, Meghalaya, West Bengal, and some sharing countries like Bhutan, Nepal, and Myanmar, etc.

## Aim and Objective

The aim of this research paper is to examine the slang used by Bodo teenagers on social media. The key points are outlined below and discussed in the paper.

- a. Analyse the influence of slang in social media.
- b. Analyse the slang use in Facebook by Bodo teenagers.
- c. Analyse the slang use in YouTube by Bodo teenagers.

## Material and Method

The research paper employs both descriptive and analytical methods. In terms of quality, the data is sourced from secondary materials. Primarily, data is collected from social media platforms such as

Facebook and YouTube. Additionally, some premium articles related to the research are also gathered from social media.

## Result and Discussion

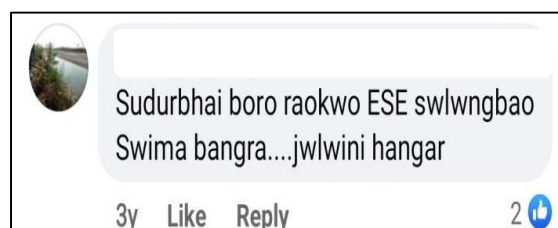
In an era of globalization and digitization, social media has become an effective platform of communication for today's people, especially youth. It is noticeable that the influence of social media on the use of informal language or slang has been increasing widely in the modern community. In fact, it has changed in modern communication in every aspect of social uses of language. The use of slang in day-to-day conversation through social media has flowed in very fast from the perspective of social users. The major effective platforms in modern communication on social media are Facebook, WhatsApp, YouTube, Instagram, etc. In today's world, almost all young people are slang users through these electronic devices. In Bodo society, almost all teenagers of Bodo use social media and they convey messages through informal languages. Therefore, it is notable that social media has influenced to the common people of the Bodo. For today's young people, the use of slang has become a new style of language. Most of the time people use informal language in verbally as well as written form. On the other hand, in today's multilingual society, language insertion into the native language is a natural process. Apart from that code switching, code mixing, language interference have become part of the modern society. It can be found as an abbreviation form of slang and a spelling distortion from the original word. It is noteworthy that, abbreviation and spelling distortion slang are almost borrowed from other languages in the Bodo, which can be categories in slang. Generally, social media can vary the language in different aspects in modern communication; thus, slang is one of them. Slang is very easy to use than define, and it reflects more on the way people communicate.

## Use of Slang in Facebook

Facebook is one of the most popular social media platforms ever made. Technology has advanced to the point that people may stay in touch with friends who live abroad by just clicking on a link. The most alluring platform globally these days is Facebook. Individuals may upload their feelings, moods, emotions, and even a piece of their mind with the aid of Facebook. In other side, it has faced certain issues with ordinary people because social media users use Facebook as a platform to post offensive captions, images, videos, which affects a large number of people and leads to vulgar comments. Similarly, under the influence of Facebook, most teenagers in Bodo use various forms of inappropriate language in their posts.

For Example -

### Example 1:



In example1, the sentence illustrates the mixing of slang words by the user. The term ‘sudurbhai’ is a borrowed slang expression from Assamese, roughly equivalent to “fuck” in English. The expressions ‘swima bangra’ and ‘zwlwini hangar’ are Bodo slang terms used to insult or abuse someone. The phrase ‘swima bangra’ refers to a ‘useless person’, while ‘zwlwini hangar’ denotes someone who tarnishes or disgraces society. Thus, the commentator employs a mixture of Assamese and Bodo slang to abuse the individual in the Facebook post.

### Example 2:



Example 2 is taken from the comment section of a Facebook post. In this instance, the words 'bonaksuda' (boinaksuda) and 'randa' are borrowed slang expressions frequently used by Bodo speakers. The term ‘bonaksuda’ is a highly offensive expression meaning ‘sister-fucker’, while ‘randa’ refers to a male sex worker and is used as an insult. Thus, the commenter conveys their message through the use of vulgar and abusive slang directed against the post.

### Example 3:



According to example 3, the commentator conveyed the message to the Facebook post user with slang language. In this sentence, the term ‘bwitala’ is utilised as slang to mean a dissolute person.

### Example 4:



Example 4 shows that the word 'burma' is used as slang in a negative sense by the commentator of the Facebook post. Generally, the term ‘bwrma’ refers to a goat, but in this context, the goat is used to define the character of a fool.

**Example 5:**

As stated in example 5, it is seen that the comment user used a slang word in the last part of the sentence. Based on the comment section, it can be found as the slang term 'gunda' which means ruffian, borrowed from Hindi slang.

**Example 6:**

According to example 6, the commentator uses slang to insult the owner of the Facebook page, who is also the publisher of the video on Facebook. The term 'swima phagla' is a Bodo slang term that expresses 'mad dog'. In the slang sense, the term 'swima pagla' is used to define the useless guy in a random conversation. Thus, according to the commentator, the video publisher is portrayed as a useless person; in this way, the commentator humiliates him by using slang terminology in the sentence.

**Example 7:**

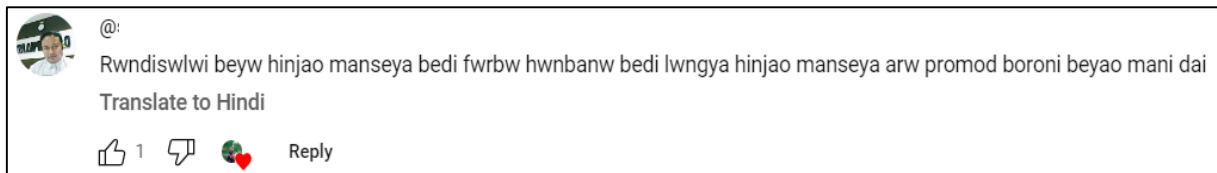
Based on example 7, the slang term is borrowed from Hindi slang and is used to humiliate someone through a Facebook comment. The term 'madarsud' is an extreme level of slang. It is noteworthy that the borrowed slang term 'madarsud' is a common slang term among Bodo people, who often use it in random conversations.

**Use of Slang in YouTube**

YouTube is a major social media platform. In today's world, it plays an increasingly important role in society, as users spend a significant amount of time on it and regard it as a key source of information on various issues. Through videos, users express their concerns, opinions, and perspectives. As one of the leading social media platforms, YouTube allows users to share videos, images, and other forms of content. It also serves as a powerful tool for the promotion of individuals and ideas, enabling users to present themselves, build audiences, and advocate for their viewpoints. As an effective platform, YouTube has been affected on the negative side too. There are lots of people who use slang in videos. Most young people take advantage of social media because they wish to show their attitude by using

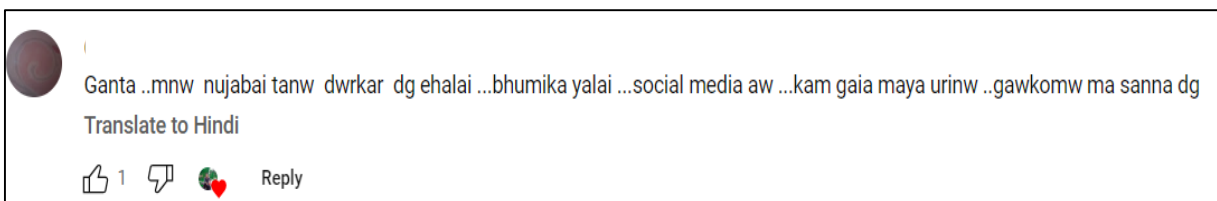
slang language. In this case, the slang language is hugely spreading in modern society. In fact, the YouTube platform is a place free from restrictions where slang is used widely by users. Similarly, there are thousands of slang users among the Bodos, who frequently used through YouTube. Some examples are given bellow -

### Example 1:



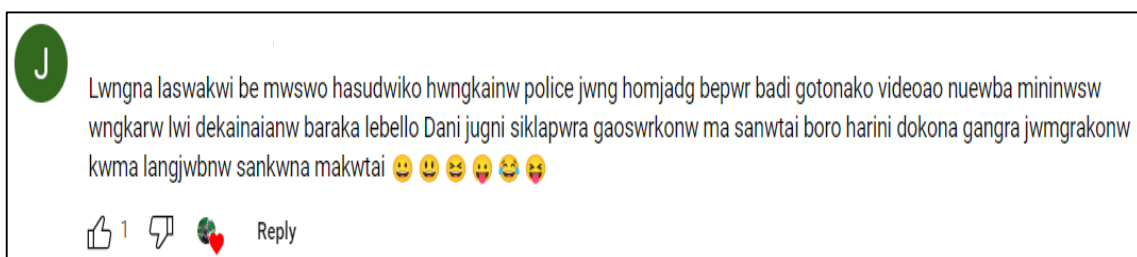
Example 1 implies that the commenter is rebuking a woman with slang word on YouTube. The term 'Rwndi' (rendi) is a Hindi slang word but is often used in Bodo in an informal context. So, the commentator is also using the word 'Rendi', slang for her bad character.

### Example 2:



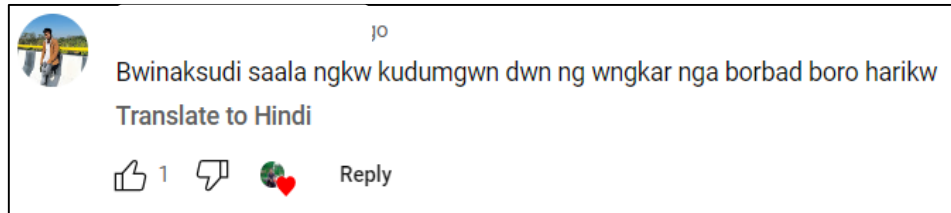
The slang 'Ganta' (Ghanta) represents nonsense that is borrowed from Hindi slang. According to the commentator, someone is misbehaving on social media; thus, the comment user is abusing using impolite word in the comment box of YouTube's video.

### Example 3:



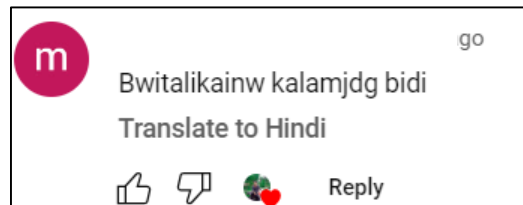
According to example 3, the slang user humiliates a woman in the video's comment section for drinking excessive alcohol. In this context, the phrase 'mwswo hasudwi' is used as slang to refer to alcohol in the commentator's sentence negatively. Thus, the woman is indirectly insulted and abused through the comment, as her behavior drinking and allegedly misbehaving in public is criticized on social media.

## Example 4:



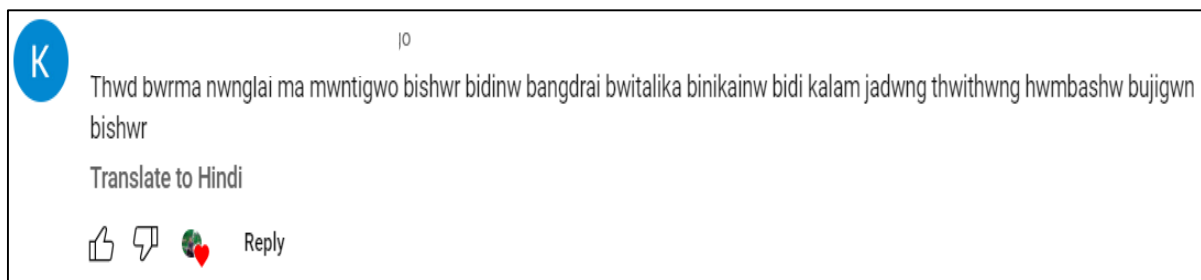
As seen in example 4, the word ‘bwinaksudi’ is an Assamese slang term commonly used among some Bodo speakers. The literal meaning of this slang expression is highly offensive and inappropriate. In this context, it is used as a vulgar and disrespectful insult. Therefore, the slang user humiliates the targeted individual by employing an abusive and impolite term in the comment box.

## Example 5:



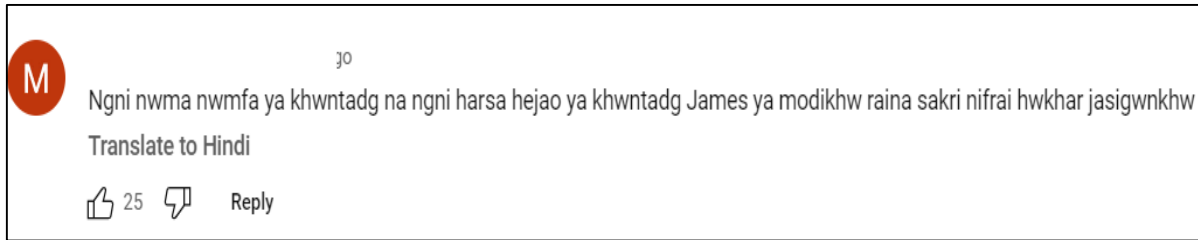
In example 5, ‘bwithali’ is a Bodo slang word that implies a characterless woman. In Bodo, it is utilised by a particular group of people to insult or abuse someone. Similarly, the comment user is conveying a message to a woman about her obscene character through the comment using slang.

## Example 6:



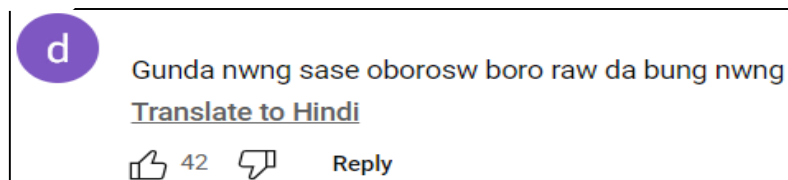
Example 6 illustrates that, according to the commentator, some women are engaging in inappropriate behavior on social media. As a result, the commenter uses slang expressions to convey abuse in the message. In this context, the word ‘goat’ is employed as slang to describe a foolish man, while the term ‘thwithwng’ meaning ‘die’ is used indirectly as a slang expression to insult or demean.

**Example 7:**



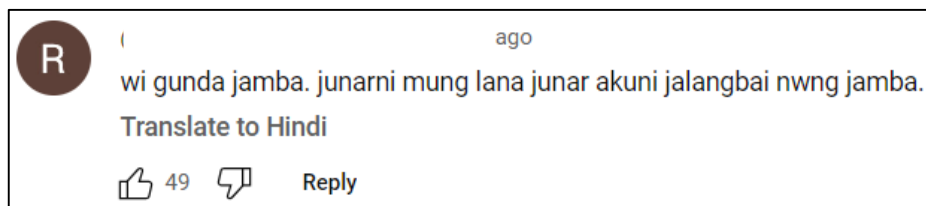
The commenter used the term ‘nwma nwmfa’ as slang in the sentence. Generally, this is a formal term that refers to a mother and father. But in this context, commenter is applied as slang in an informal context.

**Example 8:**



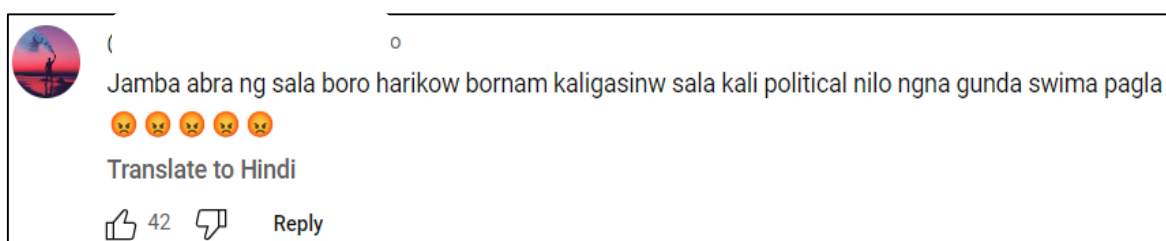
In example 8, the commenter rebukes an individual because the video maker has used broken Bodo language on social media. Consequently, the commenter employs the slang term ‘gunda’ in the sentence to criticize and insult him.

**Example 9:**



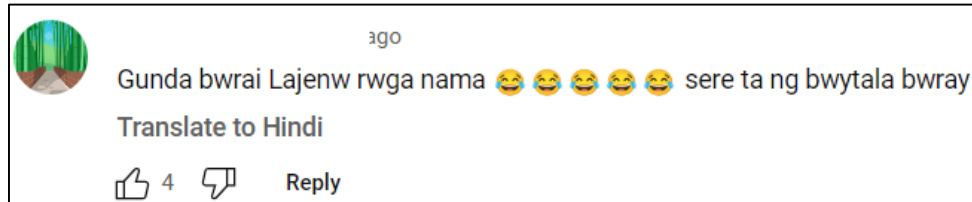
In example 9, the commentator abuses the owner of the YouTube channel named Bodoland Tiger. The commenter uses slang expressions to suggest that the channel owner’s behavior has deteriorated to that of an animal. In this context, the words ‘gunda’ and ‘jamba,’ meaning ‘ruffian’ and ‘fool,’ are employed as slang terms to insult and demean the individual in the message.

**Example 10:**



In example 10, when the video creator discussed politics, a viewer became angry and posted abusive and inappropriate words in the comment box. In this context, the terms ‘gunda’ and ‘swima pagla’ are used as slang expressions in the sentence to insult and criticize the video creator.

### Example 11:



According to the user, an individual misbehaved by using nonsense or inappropriate language on social media. In response, the viewer insults that person by employing slang in the sentence. In this context, the words ‘gunda’ and ‘bwithala’ are slang terms commonly used in Bodo to criticize or demean someone.

### Conclusion

As a result, the above discussion clearly shows that the use of slang on social media by Bodo teenagers is highly noticeable. Teenagers frequently incorporate slang from different languages into their online communication. Although slang is generally considered offensive or inappropriate in formal social contexts, it is widely used on social media platforms as a normalized mode of expression. It is observed that there are no clear distinctions based on age or gender, as individuals use slang according to their own preferences. Many Bodo teenagers are actively engaged on social media and often use inappropriate or abusive language. At times, they employ slang to insult or rebuke others, while in some cases, it is used to serve personal interests. The unrestricted nature of social media platforms allows users to use slang more freely than in face-to-face social settings.

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